

—arrange to be in
SOUTH BEND
FOR



Next Thursday, May 11th

Five Dollar Day is one of the most important buying days of the entire year in South Bend. Last year buyers came from far and near to take advantage of the extraordinary \$5 bargains offered in the leading stores. Visitors to South Bend that day were agreeably pleased to find that the merchants had kept their word and offered some unusual inducements to shop here that day. A record business was enjoyed as a result.

This year the merchants of South Bend have planned bigger than ever. Next Wednesday editions of The News-Times will be filled with Five Dollar Day news—record breaking values which can be secured in the stores on Thursday. The News-Times will carry the official list of \$5 Day Bargains. In these days of high prices and dollar depreciation, you could not do better than arrange to spend the day in South Bend.

Thursday will be a great day in South Bend stores.

Come early and stay late—you'll find a welcome everywhere.

SOUTH BEND NEWS-TIMES
MORNING—SUNDAY—EVENING

(This Space Donated to the Success and Prosperity of South Bend Merchants by The South Bend News-Times)